

CLAIMS:

1. A liquid crystal display device including a liquid crystal cell having a reflective member and a surface lighting device for supplying the light to said liquid crystal cell, said surface lighting device comprising:
 - a light guide having a reflecting prism face and light emitting face opposed to said reflecting prism face, wherein the incident light is transmitted inside of said light guide, the transmitted light is reflected on said reflecting prism face, and the reflected light is emitted from said light emitting face to said liquid crystal cell;
- 10 light generating means for generating the light for emitting to said light guide;
light efficiency increasing means arranged between said light guide and said light generating means, for increasing the efficiency of the light which is emitted from said light generating means to said light guide.
- 15 2. The device according to claim 1, wherein said light efficiency increasing means has a reflective polarizer arranged in the light guide side.
- 20 3. The device according to claim 2, wherein said light efficiency increasing means has a retardation plate arranged between said reflective polarizer and said light generating means.
- 25 4. The device according to claim 3, wherein said retardation plate is arranged such that the light reflected on said reflective polarizer changes the linearly polarized light of polarization axis in said reflective polarizer.
- 30 5. The device according to anyone of claim 2 to 4, wherein a direction of said polarization axis is in parallel with a groove direction of said reflecting prism face in said light guide.
6. The device according to anyone of claim 1 to 5, wherein said light generating means has a light source, and a light guide member for transmitting the light emitted from said light source to feed the end portion of said light guide, said light guide member having an anti-dispersion shape which reduces the dispersion of the incident light from the end portion of said light guide.

7. The device according to anyone of claim 1 to 5, wherein said light guide has an anti-dispersion shape which reduces the dispersion of the incident light from the end portion of said light guide.

5 8. A surface lighting device comprising:

a light guide having a reflecting prism face and light emitting face opposed to said reflecting prism face, wherein the incident light is transmitted inside of said light guide, the transmitted light is reflected on said reflecting prism face, and the reflected light is emitted from said light emitting face to said liquid crystal cell;

10 light generating means for generating the light for emitting to said light guide; light efficiency increasing means arranged between said light guide and said light generating means, for increasing the efficiency of the light which is emitted from said light generating means to said light guide.

15 9. The device according to claim 8, wherein said light efficiency increasing means has a reflective polarizer arranged in the light guide side.

10. The device according to claim 9, wherein said light efficiency increasing means has a retardation plate arranged between said reflective polarizer and 20 said light generating means.

11. The device according to claim 10, wherein said retardation plate is arranged such that the light reflected on said reflective polarizer changes the linearly polarized light of polarization axis in said reflective polarizer.

25 12. The device according to anyone of claim 9 to 11, wherein a direction of said polarization axis is in parallel with a groove direction of said reflecting prism face in said light guide.

30 13. The device according to anyone of claim 8 to 12, wherein said light generating means has a light source, and a light guide member for transmitting the light emitted from said light source to feed the end portion of said light guide, said light guide member having an anti-dispersion shape which reduces the dispersion of the incident light from the end portion of said light guide.

14. The device according to anyone of claim 8 to 12, wherein said light guide has an anti-dispersion shape which reduces the dispersion of the incident light from the end portion of said light guide.